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WELCOME TO THE



# ROUNDTABLE DISCUSSION

AT DESIGN MATTERS 24

In celebration of Design Matters' 10th anniversary, we are delighted to present 10 visionary designers ('Design Knights'), each offering their unique perspectives on 10 questions that span the complexities of the past decade, the present, and what lies ahead for the design industry.



The Roundtable Discussion was established with the vision to inspire, educate, and connect designers—both emerging talents and seasoned professionals. This endeavor offers an insightful exploration of the creative processes behind each designer's success. The pivotal moments, and values that have shaped their design brand over the decade. Plus how to adapt and thrive in this ever-changing industry.

Each designer featured in this discussion has been tested by time, challenges, and the shifting currents of the design world—and all have found their own paths to success. All 10 Designers have spoken at Design Matters over the past 10 years. Making this discussion all the more relevant, personal, and powerful.

Join us as we delve into an array of questions that will be answered in the next few pages with insights and lessons learned along the way. Uncover 10 designers' views on the transformative power of design, grab inspiration, and look into the future with creativity and innovation in mind.

The last section of this booklet will recap the collective thoughts of our 'Design Knights' on the topic '*What will happen in the future of design?*'.



## JOY RICHU

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**A giant thank you to all 10 designers for contributing with their insights, lives and lessons. And a special thanks to Joy Richu, storyteller and illustrator, who has captured the Roundtable Discussion live with her art - featured on the cover of this booklet.**



**WHAT'S BEEN THE BIGGEST LESSON LEARNED FROM A PROJECT THAT COULD HAVE GONE BETTER?**

**WHAT WAS YOUR SMARTEST CAREER MOVE?**

**HOW HAVE YOUR PRIORITIES CHANGED OVER THE DECADE?**

**WHAT ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?**

**HOW DID YOU KICK-START YOUR CAREER, AND HOW WOULD YOU DO IT TODAY?**

**WHAT DO YOU DO TO GIVE YOURSELF A CREATIVE BOOST WHEN YOU HAVE HIT A ROADBLOCK?**

**WHAT DO YOU THINK THE INDUSTRY NEEDED 10 YEARS AGO?**

**WHAT DOES THE INDUSTRY NEED NOW?**

**AND WHAT WILL BE NEEDED IN THE FUTURE?**

**HOW DID YOU CREATE YOUR OWN BRAND, AND HOW DID YOUR BRAND DEVELOP WITH YOU? WHAT WOULD YOU RECOMMEND FOR FUTURE DESIGNERS?**

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# PETER GREGERSEN

SPEAKER AT DESIGN MATTERS 2015



Co-founder of award-winning Danske Mobilebank, MobilePay, and WeShare. Peter is currently a Designer at Vipps MobilePay and has expertise in digital business development, copywriting, UX management, conceptual design, sketching, UX research, and speaking at international conferences.

Peter is also a lover of landscaping. Finding peace in shaping and conceptualizing his garden - keeping the UX and seasons in mind when planning its development.

## WHAT WAS YOUR SMARTEST CAREER MOVE?

Acknowledging what makes me happy - I enjoy moving pixels, crafting is what makes my career valuable. Keeping that in mind when it comes to career change, has been very valuable to me. In my current position, I have a decision-making voice while having a direct influence on the creative aspects and finding the right solutions -this brings joy to my work life.

## HOW HAVE YOUR PRIORITIES CHANGED OVER THE DECADE?

I have a greater focus on mental well-being and work-life balance. I believe it makes me a better designer and problem solver if I am balanced.

## HOW DO YOU ACHIEVE WORK-LIFE BALANCE?

I don't want to burn out - I have seen it and will do everything in my power to avoid it. For me, being in a company that allows flexible working





hours and having creative projects as a hobby keeps me balanced. My favorite creative outlet currently is gardening. Landscaping and creating garden designs that shape a physical user experience, that changes with every season enables my mind to move away from pixels but still connects with my craft.

**“I don’t want to burn out - I have seen it and will do everything in my power to avoid it. For me, being in a company that allows flexible working hours and having creative projects as a hobby keeps me balanced.”**

## **WHAT DID THE DESIGN INDUSTRY NEED 10 YEARS AGO?**

10 years ago, there were obvious problems to solve. Technology was rapidly increasing with smartphones and the like. There was a design frenzy. Simple solutions such as a torch or a payment system were needed -had to be solved.

## **WHAT DOES THE INDUSTRY NEED NOW?**

Now, we are at a tipping point. Concise and conscious designs are needed. This will keep being a problem in the future. The design market is oversaturated and designs will have to be conscious in process and execution. Giving solutions that change consumer behavior.

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# BASAK HAZNEDAROGLU

SPEAKER AT DESIGN MATTERS 2016



Head of Design at Blockstream, building experiences for Bitcoin and blockchain technologies and forming the foundations for the financial infrastructure of the future.

Basak leads, manages, and scales design and UX research teams. Currently located in Berlin, Basak's background includes working and living in a long list of different countries. Which serves her well as a multi-disciplinary creative thinker, an inspiring educator, a mentor, and an international conference speaker.



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## WHAT LESSONS HAVE YOU LEARNED OVER THE PAST DECADE?

That one needs to accept that failure is a part of the process. That failure gives you perspective, the opportunity to reflect, create self-awareness, and find areas where you are strong or areas where you can grow.

## WHAT ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?

Consistency beats intensity. Success and growth are established through the achievement of small consistent wins. It's the 'compound effect', similar to practicing a skill to master it. Small repetitive actions will steadily lead to significant growth over time. Helping boost your confidence, giving you courage and motivation to take on bigger challenges.

Read *'Atomic Habits'* by James Clear. This book will give you applicable growth hacks, for your professional and personal life.



Embrace uncertainty, it is okay not to know everything. Early on you want to prove yourself, crafting your professional narrative, that conveys that you hold the key to every challenge. Releasing that pressure will lessen the risk of stress. Not having all the answers, is a natural part of human growth - along with problem-solving. Stay open to learning and seeking answers together.

### HOW WOULD YOU ADVISE FUTURE DESIGNERS TO KICK-START THEIR CAREERS?

Take ownership of yourself, establish accountability. The landscape has evolved and I would leverage these advancements to my own advancement and resilience.

**“Grow your adaptability muscle.  
Constantly upscale yourself.”**

Research, learn tools, and use the resources that are now available and seem limitless. AI is a tool, a medium, not a threat - learn to utilize it. Join communities, mentor programs, conferences, etc all that the design industry now has to offer. Build your key contacts and your network. Meet the people who can unlock opportunities, and become one for others.



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# RAHUL SEN

SPEAKER AT DESIGN MATTERS 2017



Head of UX (Everyday Experiences) at Volvo Cars and an active Board Member for Design Matters.

Rahul is a user experience leader who has shipped innovative products across mobile and web platforms. He has built and led diverse teams, fostering a culture focused on product growth and innovation. As Head of UX for a global product area with 150+ engineers, Rahul has led teams of managers and designers, focusing on enhancing the mobile app experience and expanding the user ecosystem beyond the Volvo Car.

With over a decade of international experience, Rahul has worked in the USA, Sweden, India, France, and Germany, contributing to global brands such as Spotify, Nike, Microsoft, HP, Nokia, GE Healthcare, Procter & Gamble, Roche, and Huawei.



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## WHAT IS THE BIGGEST LESSON LEARNED FROM A PROJECT THAT DIDN'T GO SO WELL?

A clear brief is needed for a project to succeed. Everyone needs to be primed and have their contributing roles defined for the project - why they/their skills have been chosen. This is obvious but is so hard to get right.

The Framing of the brief is everything.

**Clear goal** - what it wants to achieve as an outcome

**Clear roles** - contributions of each participant and reasoning behind

**Clear problem to solve** - that the problem is framed correctly to achieve the correct solution

The likelier the project will succeed.

## WHAT WAS YOUR SMARTEST CAREER MOVE?

When I took a big leap, left Sweden and joined R/GA in New York City, one of the leading international marketing agencies at the time. I worked on their Nike account for 3 years, sharpening my knife skills and learning from the best of the best. Using a sports analogy, I wanted to play with the best team, for the best brands. It was the smartest career move I ever made, the big pivot that taught me how to swim.



## HOW HAVE YOUR PRIORITIES CHANGED OVER THE DECADE?

At the start of the decade, I was out to prove everything to everyone. My priorities have now shifted to a more stoic approach to problem-solving. Now I look at what I can solve, and what I specifically can help with, and I don't set unreasonable goals for myself. As my mentor, Mike, used to say "Pick the right wave, ride the wave - and let the wrong waves pass."

I focus more on work-life balance. I like to recharge by stepping out of the design realm, meeting with friends who are not designers, being physically active, reading, and writing. Even just a 10-minute recharge between work makes me happy and excited to go back to it. I recommend reading *'Talking to Strangers'* by Malcolm Gladwell - It teaches why we need to connect with people outside of our community and how to approach this.

## WHAT ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?

Firstly, study and read more, expose yourself to more than just your craft. Secondly, learn to simplify the complex. After working with problem-solving in the design industry, realize that you only have approximately 10 seconds to express your point.

Test your idea quickly and simply before you dive in. When I was starting out, I would use 3-4 days intensely creating the best design ever, when I could have conveyed my idea with 1 screen and 5 sentences. *Work smart, not harder - it works.*

**“Firstly, study and read more, expose yourself to more than just your craft. Secondly, learn to simplify the complex.”**



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# VICKI TAN

**SPEAKER AT DESIGN MATTERS 2018**



Staff Designer at Pinterest, the go-to platform for inspiration. Vicki Tan is the design lead for Closeup, Pinterest's most-viewed feature, she shapes the long-term vision while ensuring a seamless user experience. She also oversees "Closeup as a Platform," aligning future goals with the needs of various cross-functional teams.

Drawing on her experiences at Spotify and Headspace, Vicki embraces a metaphysical design framework, known as *The Long View*, which guides more intentional, balanced product decisions. By focusing on designing better possible pasts, presents, and futures, this approach helps create the human experience we want technology to support for the long term.

## WHAT WAS YOUR SMARTEST CAREER MOVE?

My smartest career move was learning to be good at quitting. It might sound counterintuitive, but becoming comfortable with leaving situations that no longer served me opened up incredible opportunities.

I've quit more than six jobs in my career, which is probably more than average. Each time, I approached it as being opportunistic rather than giving up. I realized that there are often better opportunities available that we aren't aware of because we're not looking.

## WHAT ADVICE WOULD YOU GIVE TO FUTURE DESIGNERS?

Create an 'exploration fund', a budget that allows you to try different projects and paths without the pressure of an immediate full-time job. What seems risky at the time – leaving a stable job, and exploring uncertain paths – can turn out to be the best decision you have ever made.



*A period of exploration can lead you to discover new and different skills and reframe your mindset around what type of creative work you enjoy.*

It taught me that quitting isn't about failure, but about creating space for growth and new opportunities. By reframing '*being good at quitting*' as '*being opportunistic*'. It's about improving your situation, not just escaping a bad one.

This mindset helped me move towards opportunities rather than just away from problems. It taught me to trust my instincts, value my personal growth over conventional career paths, and stay open to unexpected opportunities. This approach has led to a much more fulfilling and diverse career than I could have imagined if I had stayed in jobs that weren't right for me.



**“My smartest career move was learning to be good at quitting. It might sound counterintuitive, but becoming comfortable with leaving situations that no longer served me opened up incredible opportunities.”**

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# BIANCA BERNING

SPEAKER AT DESIGN MATTERS 2019



A Typographer at Spotify, Norwegian by birth, and Londoner by creed, Bianca Berning has accumulated a specialized skill set in typography, type design, and type technology.

Currently working in Encore, Spotify's design system, she drives innovation in typographic expression and cross-platform product experiences. Bianca has also founded a mentor program through her involvement in Alphabeticas (an organization dedicated to empowering women in the type industry). Her program guides students and emerging professionals into the world of type design.

Before joining Spotify, Bianca led creative direction on brand typefaces and complex type systems for global companies such as Amazon, BBC, FedEx, Indeed, Jacobs, and Google while at Dalton Maag.

## WHAT WAS YOUR SMARTEST CAREER MOVE?

Diving deep into font technology when most of my peers were focusing more on typeface design.

*The 'move' was spawned from interest and instinct - more than being a conscious decision.*

Looking back, this was my smartest career move as it gave me a little bit of an edge. Just because, I happened to be more curious about this aspect of making fonts, compared to others in my field. Even though it was not at all a calculated choice, but purely sparked out from my personality. If I was to advise others, I would tell them to trust their gut feeling. Take the leap, head first, and trust yourself.

## HOW HAVE YOUR PRIORITIES CHANGED OVER THE DECADE?

My personal priorities have changed over the years, which influence how I work. At the very beginning of my career, I solely focused on learning everything I could regarding my craft and rarely thought about connections. Now I prioritize maintaining and gaining relationships. I have become much more of a people person.





**“At the very beginning of my career, I solely focused on learning everything I could regarding my craft and rarely thought about connections. Now I prioritize maintaining and gaining relationships. I have become much more of a people person.”**

### **WHAT DO YOU DO TO GIVE YOURSELF A CREATIVE BOOST WHEN YOU HAVE HIT A ROADBLOCK?**

I have two ways of dealing with a creative block. One is my non-productive way, where I stubbornly keep going and force myself to write just one letter or one sentence - it is relatively slow and usually doesn't work and I will re-do the whole thing on a better/more creative day anyway.

Though it may sound counterintuitive, my second more productive method is to take a break and do something that completely occupies my mind—that always works. If I take an hour where I can't possibly think about anything else, it almost resets my brain. Like playing a game of squash with my friends, there is entirely no space for anything else in my brain if I am to have a good game. I feel refreshed and can then tackle what I need to.

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# MICHAEL KÖNIG

SPEAKER AT DESIGN MATTERS 2020



Michael König is a seasoned design leader dedicated to helping heritage brands grow through the power of design. With experience spanning luxury, technology, and entertainment, Michael has driven brand transformation and growth for names such as Bang & Olufsen, Fiskars Group, and Egmont.

Michael knows how to merge insightful strategy with brilliant design - seamlessly connecting product, brand, and leadership to create meaningful market impact. His wide expertise includes building design strategies for growth, leading change management, crafting brand strategies, developing innovation programs, spotting and nurturing talent, establishing future design concepts, and more. We are thrilled to have Michael as an active member of the Design Matters Board.

## HOW HAVE YOUR PRIORITIES CHANGED OVER THE DECADE?

Over the years, my priorities have shifted from expressing my personal vision to empowering teams to perform at their best.

Early in my career, it was all about me—my expression, my ideas, and the stories I wanted to bring into the world. I prioritized my own craft. Over time I realized that the strategic element of design facilitates a better foundation for achieving greater outputs.

*It has been a journey: from being about me, my ego --> to teams and functions to work --> to realizing it's not just about design but getting sustainable and viable outputs to market --> to start building cross-functional teams that make design, marketing, and business come together.*

Creating the best circumstance, with the best standards, gives you the best bet for cool things to happen. I now prioritize working with industries where cool things are good business.



## WHAT ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?

*“Don’t worry, have fun. Run your horns off”*, as we say in Denmark, meaning to use all the youthful energy you have to reach maturity.

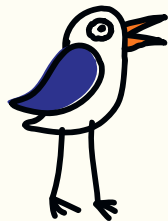
That ‘ego’ phase is necessary to grow. Eventually, you’ll calm down and realize that design is not just a creative pursuit—it’s a business function. When done right, design becomes a strategic tool, and that’s when you’ll be invited to the strategic table—once you serve the business.

## WHAT ADVICE WOULD YOU GIVE FUTURE DESIGNERS ON BUILDING THEIR OWN BRAND?

Go narrow—find your niche. If you don’t, you won’t stand out. Share your work and tell your story. Your niche will make your brand unique, and practicing how you communicate it is key. Find out what works for you, how to communicate, and find your platform. Accept that no one knows that you exist if you don’t expose your work and your brand.

And lastly, remember that your brand evolves with you. Take the opportunities. Good opportunities override your original plans. As Joi Ito, author and former MIT, said *“Compass over maps”*—have a sense of direction, but stay flexible.

**“Go narrow—find your niche. If you don’t, you won’t stand out. Share your work and tell your story.”**



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# TEY BANNERMAN

SPEAKER AT DESIGN MATTERS 2021



Partner at McKinsey & Company, Tey Bannerman leads McKinsey Design in Europe, and advises C-level executives on product strategy, AI, customer experience, and go-to-market strategies. He also leads multidisciplinary teams of McKinsey engineers, data scientists and designers in the designing and launching innovative digital and AI platforms for large clients.

His focus is on both established and emerging financial services, consumer goods, and travel/hospitality companies, with an ethos grounded in integrating a deep understanding of customer and user needs, and ethical considerations into AI and digital product development, ensuring technology advances are both responsible and impactful.

## WHAT HAS BEEN THE BIGGEST LESSON LEARNED FROM A PROJECT THAT DIDN'T GO SO WELL?

In my experience, almost every problem is a people problem. Miscommunication, misunderstanding, lack of trust, or the wrong people in the wrong roles. Framing things this way means when teams run into roadblocks, we try and look beneath the surface and get to the root cause. So the lesson is: try and identify the people-problem at the heart of whatever the problem statement is.

## WHAT WAS YOUR BIGGEST AND SMARTEST CAREER MOVE?

Definitely joining McKinsey, which is a very large management consultancy with over 40,000 people and offices in 65 countries. They're known for advising CEOs and world leaders on strategic topics, which is a bit of a leap from my previous role as UX Lead at a design agency. One day, I got a phone call from someone who found my LinkedIn profile interesting and asked if I had ever considered working at a consultancy. At the time I had literally never heard of consulting, but after my first inter-



view I quickly realised that I was really drawn to helping use design and technology to solve big tricky problems. I truly believe that I have learnt more at McKinsey these past 8 years than I would have in 30 years had I stayed in the agency and startup world.

I think this is grounded in the fact that everything I do now starts at the top - the executive level where the biggest decisions are made - instead of just focusing on design decisions. I'm involved in the broader picture—the problems organisations are trying to solve or the opportunities they're trying to capture. Being part of those discussions means that I can bring my perspective and experiences to help formulate how it can be achieved. When I was at agencies, clients already knew what they wanted, and we were just executing and delivering their ideas. Now, I'm exposed to strategic decision-making from the start.

Secondly the types of industries I have been exposed to are vast, from museums, to agriculture, to governments, to banks. I've probably worked with over 70 high calibre organizations now and gained an understanding of how they work. The types of people that I get to work with and meet have also broadened. Before, I primarily worked with creatives, which was amazing, but now I am engaging with founders, prime ministers, key decision-makers in our society, and see diverse perspectives from people with varied backgrounds and objectives.

## HOW WOULD YOU ADVISE FUTURE DESIGNERS TO BUILD THEIR BRAND?

Do a variety of work and do work that makes you uncomfortable. This will help you discover new fields and identify where your passions really lie, where you can add impact - and it will aid your growth. And don't do something just because it isn't labelled design - you can contribute so much more than what that label defines you as.

**“Do a variety of work and do work that makes you uncomfortable.”**

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# TIZIANA ALOCCI

**SPEAKER AT DESIGN MATTERS 2022**



A data artist and lecturer who fuses science and art - to turn data into meaningful stories. Her work includes interactive data experiences, immersive art, data paintings, and immersive exhibitions, as well as creating personalized experiences or gifts through data visualization.

Tiziana is TEDx speaker and a TEDx Board Advisory Member. She lectures at the University of the Arts London and other institutions worldwide, including Moholy-Nagy University (Hungary), and Harbour Space (Thailand). Her work has been exhibited at venues like the British Library and Fondation EDF (Paris).

Her clients include Lufthansa Group, the British Library, Condé Nast, and the BBC.

## WHAT IS YOUR BIGGEST LESSON LEARNED?

You need to ask a lot of questions upfront and get everything in writing to make certain that all parties are on the same page. It is important that nothing is left unresolved and that everything is proofread and approved, especially before submission or publication.

Another good lesson learned is to double the estimated timeframe of any project to ensure the best workflow and to minimize rushing solutions. This is good practice and will keep everyone on the same front. Relationships are extremely important, so I make sure to get feedback from our team and clients, especially when working with a new client.

## HOW HAVE YOUR PRIORITIES CHANGED OVER THE DECADE?

They have changed massively. 10 years ago, I would take almost every project, I was starting out as a freelancer and I needed to keep busy to build a client-base and... pay the rent!



**“Now I only take a project if it is good for me. I value my time and respect my clients. The quality of my projects overrides the quantity. I focus on the highest quality output.”**



Now I don't take every project. I take my time to decide if the project is good for me, and for the client too. I only take on a job if I can learn from the project, if the client needs my services, and if the client's values align with my own. Sometimes clients don't know what they want. Here my role is to guide them and let them know that I understand their needs and that I might not be the best person for the job. I have a good network and can usually recommend them to someone who has the needed service or skills.

## **HOW WOULD YOU RECOMMEND FUTURE DESIGNERS TO BUILD THEIR OWN BRAND?**

Be authentic. Be true to yourself, evolve with your brand, and have a loyal group of people and clients to work with. Create good relationships by being honest and respectful, this will increase your credibility. The goal is not to have a million followers but to have recurring clients who trust you and people you do good work with.

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# MICHELLE CHIN

SPEAKER AT DESIGN MATTERS 2023



Senior Design Advocate at zeroheight, Michelle Chin helps teams solve their design system challenges. Often issues extend beyond the design system basics and involve change management and DesignOps.

Michelle designs systems, is a UX expert, and is passionate about empowering others and seeing them achieve success. Michelle is an avid advocate for the underrepresented and marginalized communities and has a coaching practice named *'From the Margins*. Michelle is now a seasoned speaker at international conferences and hosts events of all sizes -sharing her knowledge and building communities.

## WHAT DO YOU DO TO GIVE YOURSELF A CREATIVE BOOST WHEN YOU HAVE HIT A ROADBLOCK?

I go outside and observe life around me. I enjoy looking at flowers, insects, gardens, and the design of signs and posters - being attentive to textures. Removing myself away from my computer, my digital frame, and going back to the foundations of being human. This resets my mind when I have hit a creative wall.

*Moving away from pixels and looking at 'real' textures.*

## WHAT DO YOU THINK THE DESIGN INDUSTRY NEEDED 10 YEARS AGO?

We needed tools to keep up with our ideas and creativity. The tools we had were made for print design and slowed us down in regards with the ideas we wanted to execute. We had tools like Sketch, Illustrator, and Photoshop, but we had to work a lot harder, and use a lot of time on simple tasks.

## WHAT DOES THE DESIGN INDUSTRY NEED NOW?

Now we have the tools, and they have gotten good, maybe even too good. Something I think we all need to take into consideration now is understanding the responsibility that comes with being a designer.





**“We need to think about what impact our design has on people’s mental health and on their behavioral patterns.”**

How our design impacts the way that underrepresented or marginalized communities feel - Do they feel further isolated or do they feel included? We need to think about the resources that are used in creating and using our designs.

When you get a project, for example you need to create an app, first you think of the immediate user experience - but now we should start thinking beyond the immediate and more to the long term. Will this app eventually separate communities, does it intend to cause doom-scrolling which can have a larger and long-term impact on mental health and can cause depression. We need to consider more than the shallow user experience.

## **WHAT WILL THE DESIGN INDUSTRY NEED IN THE FUTURE?**

We are generating a lot of things, AI images, content from AI, AI tools generate more things. We need to be mindful of the humans that we are designing for. All of this new technology is great and exciting, but we can’t lose sight of the human aspect of design. Such as what people really need? What problems do they have that we can solve? Vs. I experimented with this new technology and made more things. It will only get easier to create so we need to be mindful of the human consumer, our communities and our resources. Create quality over quantity.

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# BATSI MADZONGA

SPEAKER AT DESIGN MATTERS 2024



Head of Design and Experience at ADIB, Batsi Madzonga is responsible for leading and transforming the design practice of the organization. Working closely with cross-functional teams to understand the needs of the banks's customers and create solutions that enhance the overall customer experience.

Batsi is an experienced international speaker and content creator. Recently he authored a book called 'Ubuntu Design Framework: Community Focused Digital Product Design' which re-imagines how we design products, by mirroring how we build communities. Taking a humanist approach to product design, "*You are what you design*". The idea emphasizes how design shapes every level of an organization—from individuals to teams, departments, and the company as a whole. Batsi is a fountain of knowledge and happy to share.

## WHAT'S BEEN THE BIGGEST LESSON LEARNED FROM A PROJECT THAT COULD HAVE GONE BETTER?

The first and biggest lesson that comes to mind, pertains more to building a business than design. The earliest part of my career was very entrepreneurial and when starting on my first business endeavor - the focus was greatly on the product. After that project failed, I realized it is just as important to focus on good distribution as well as a good product. If your great product can't reach the intended consumer, your product, your idea, will fail. I see a parallel as a designer. We tend to focus on the solution, but we don't always think about how our solution will get to the consumer that has the problem. So keeping this lesson in mind, has helped me succeed steadily since it was learned and put to use.

## WHAT ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?

I would tell my younger self to trust the process, that iron sharpens iron, and that hardship only makes you stronger.

One of my good friends, Sara Shatta, always says "*Rejection is redirection*". So when unfortunate things happen, don't view them as bad events, but as a season in your life that will strengthen your foundation, ground you, make you resilient, and keep you humble.



## HOW DID YOU KICK-START YOUR CAREER AND WOULD YOU DO ANYTHING DIFFERENTLY TODAY?

Reflecting back, I started my career as a generalist, a solo-entrepreneur. I was running a company and had to do a little bit of everything. To manifest future success, I would project success to clients. Eventually, I became busy and had the resources to hire more people.

**“Signal success,  
to manifest success.”**

Humanity hasn't changed, the principles remain the same. So if you want to be successful, you have to project yourself as a successful person. I always tell the designers that I mentor, that if your aspiration is to be a design leader, you need to act like one now (you need to dress like one, speak like one, and walk like one). The people that can elevate you to that position, have to be able to visualize you in that role. I would approach my career in the same way today as I did back then. I would be intentional about how I project myself. Based on what I want to achieve. I intentionally convey who you want to be, in order to manifest it.

## WHAT DO YOU THINK THE DESIGN INDUSTRY NEEDED A DECADE AGO? WHAT DOES IT NEED NOW? AND WHAT WILL IT NEED IN THE FUTURE?

Ten years ago we didn't have collaborative tools. Now we can work in parallel with other designers on projects.

Today we need a reality check, we need to understand the magnitude of the disruption that AI will bring. And just how quickly that tidal wave is going to hit us. In the future, we will need ways to deal with this disruption. We need to foster more human connections. Because we are currently on a path of dissidence. We are becoming disconnected as a society.

# ROUNDTABLE DISCUSSION TAKEAWAYS

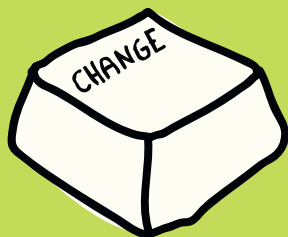
## DESIGN INDUSTRY 10 YEARS AGO VS. NOW

Designers have moved from pixel pushing to decision making. A decade ago there was a lack of tools within automation, design collaboration, consideration and data-visualization in the design industry. This is definitely not the case now, and our expensive toolset is what supports the evolution of the design role moving from just executing to a more encompassing role with responsibility for duty and care.



## AI GENERATION

We should not fear AI, we should see it as it is, a tool to be used ethically. Understand how it works and its limitations. A similar example is when we use data, a lot of data and facts that are readily available are not viable, and we know this and therefore do not trust it explicitly. The same can be said for AI. Use it as a brainstorming tool, a sound board for your creative ideas, but trust your own human instinct before anything else.



## PREPPING FOR THE FUTURE

Ideology vs. business POV - design influences the role of business in our society.

Therefore aligning our solutions with business problems will help us make the change needed to make products and services more inclusive and accessible.

A practical way of incorporating business strategically into your design solutions, according to Michelle Chin, is to use the Pains & Gains exercise. Ask your company or client where their pain lies, what keeps them up at night. Then ask them what their aspirations are, their elusive wants and potential gains. Use their pains and gains to curate your design. When you are being strategic in this way, it is easier to add your core human and life centered values for DEI.



*Products and services are plentiful. We need to be more mindful of the humans we are designing for, design for quality over quantity, for the consumer and the community. There is no Planet B.*





# TEY BANNERMAN



Tey Bannerman. Historic speakers of the previous editions of Design Matters. You



# OPEN ROUNDTABLE

## What Will Happen in the Future of Design?

What Will Design Look Like in the Future? What Trends Are Going To Die? What Skills Do Designers Need to Succeed?

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